

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant(s):
Steinman et al.

Filed: Herewith

Title: METHOD AND APPARATUS FOR
SERVING OR DELIVERING
ADVERTISEMENTS FOR A WORLD WIDE
WEB PAGE

Group Art Unit: Not yet assigned

Examiner: Not yet assigned

Attorney Docket No.: I02.004

PRELIMINARY AMENDMENT UNDER 37 CFR 1.115

Assistant Commissioner for Patents
Washington, D.C. 20231

Dear Sir:

Please amend this application as follows:

In the claims:

Please delete claims 6, 9, 11-12, 16-19, 21, 24, 30-31, 33, 36, 39-40, 42, and 46-55 without prejudice to the subject matter therein. Applicants reserve the right to add these claims at a later date.

Please add the following new claims:

--56. (New) The method of claim 10, wherein at least one of the following occurs:

said brand component is displayed for a fixed period of time;

said advertisement is displayed for a fixed period of time; and

said large form of said advertisement is displayed for a fixed period of
time.

57. (New) The method of claim 10, further comprising at least one of the following:

receiving an indication of a confirmation of a viewing of at least one of said brand component, said small form of said advertisement, and said large form of said advertisement; and

receiving an indication of a willingness to view at least one of said brand component, said small form of said advertisement, and said large form of said advertisement.--

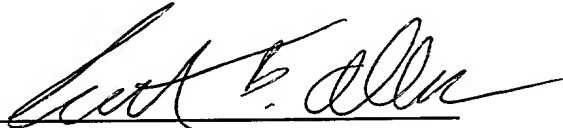
REMARKS

Applicants believe that all of the claims are in condition for allowance. Should there remain unresolved issues, it is respectfully requested that the Examiner telephone Scott B. Allison, Applicants' Attorney at 203-972-5985 so that such issues may be resolved as expeditiously as possible.

Respectfully Submitted,

Date

1/10/02


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